

WHAT IS CLAIMED IS:

1. A display rack for displaying at least one blister package, said display rack comprising:

a first elongated rail comprising a first end, a second end, and a channel extending therebetween ;

a second elongated rail comprising a first end, a second end, and a channel extending therebetween; and

a siderail support member extending substantially perpendicularly between said first and second elongated rail first ends such that said first elongated rail channel substantially mirrors said second elongated rail channel such that a display area is defined between said first and second elongated rail channels, said first elongated rail spaced a distance from said second elongated rail such said display area is sized to receive at least one blister package therein such that the at least one blister package is retained within said display area by said first and second elongated rails.

2. A display rack in accordance with Claim 1 further comprising a mounting bracket configured to be coupled to a support structure, at least one of said first and said second elongated rails is removably coupled to said mounting bracket.

3. A display rack in accordance with Claim 1 further comprising a mounting bracket configured to be coupled to a support structure, said first and second elongated rails suspended from said mounting bracket.

4. A display rack in accordance with Claim 4 wherein said siderail support member comprises a first end, a second end, and a channel extending therebetween, said siderail support member channel for coupling said first and second elongated rails to said mounting bracket.

5. A display rack in accordance with Claim 1 further comprising a mounting bracket configured to be coupled to a support structure, said mounting bracket

comprising a first end, a second end, and a channel extending therebetween, said channel for coupling at least one of said first elongated rail and said second elongated rail to said support structure.

6. A display rack in accordance with Claim 1 wherein said first and second elongated rails each comprise a rear surface and a front surface, each said rear surface is substantially planar between said first and second ends.

7. A display rack in accordance with Claim 1 further comprising a cap rail configured to extend between one of said first and second elongated rails and an adjacent display rack.

8. A display rack in accordance with Claim 1 further comprising a support rail extending substantially perpendicularly between said first and second elongated rail second ends.

9. A display rack in accordance with Claim 1 wherein said first and second elongated rails are each fabricated from a metallic material.

10. A display rack assembly for displaying at least one blister package, said display rack assembly comprising at least one pair of opposed elongated rails coupled together by a first support rail that extends between adjacent ends of said pair of elongated rails, and a second support rail that extends between adjacent opposite ends of said elongated rails, each of said elongated rails comprises an outer surface, an inner surface, and a channel extending therebetween, each said channel extends from said first support rail at least partially towards said opposite ends of each respective said elongated rails, said pair of elongated rails are spaced apart such that a display area is defined between said pair of elongated rails, said display area is sized to receive at least one blister package therein such that opposite sides of each blister package are slidably coupled within said pair of elongated rail channels.

11. A display rack assembly in accordance with Claim 10 further comprising a mounting means for securing said rack assembly to a support structure.

12. A display rack assembly in accordance with Claim 10 further comprising a mounting apparatus for securing said rack assembly to a support structure, at least a portion of said mounting apparatus having a hook-shaped cross-sectional profile.

13. A display rack assembly in accordance with Claim 10 further comprising a mounting apparatus for securing said rack assembly to a support structure, said mounting apparatus comprising a first end, a second end, and a channel extending at least partially therebetween.

14. A display rack assembly in accordance with Claim 10 further comprising a mounting apparatus for securing said rack assembly to a support structure, said pair of elongated rails configured to be removably coupled to the support structure through said mounting apparatus.

15. A display rack assembly in accordance with Claim 10 further comprising a mounting apparatus for securing said rack assembly to a support structure, said pair of elongated rails are configured to be suspended from said mounting apparatus.

16. A display rack assembly in accordance with Claim 10 further comprising a mounting apparatus for securing said rack assembly to a support structure, at least one of said pair of elongated rails are configured to be suspended from said mounting apparatus.

17. A display rack assembly in accordance with Claim 10 wherein at least one of said first support rail and said second support rail comprises a channel extending axially therethrough between a first end and a second end of said respective support member.

18. A display rack assembly in accordance with Claim 10 wherein at least one of said first support rail and said second support rail extends substantially perpendicularly between said pair of elongated rails.

19. A display rack assembly in accordance with Claim 10 wherein at least one of said first support member, said second support member, and said pair of rails are fabricated from a metallic material.

20. A method of displaying blister packages within a display rack, said method comprising:

coupling a first elongated rail to a support member, wherein the first elongated rail includes a first end, a second end, and a channel extending from the first end at least partially towards the second end;

positioning a second elongated rail adjacent the support member, wherein the second elongated rail includes a first end, a second end, and a channel extending from the first end at least partially towards the second end;

coupling the second elongated rail to the support rail such that the channel defined within the second elongated rail substantially mirrors that of the first elongated rail;

coupling the assembly to a support structure; and

slidably coupling at least one blister package into a display area defined between the opposed channels such that opposite sides of the blister package are received within the channels for retention within the display rack.

21. A method in accordance with Claim 20 wherein coupling the assembly to a support structure further comprises suspending the assembly from the support structure.

22. A method in accordance with Claim 22 wherein suspending the assembly from the support structure further comprises removably coupling at least one of the support structure, the first elongated rail, and the second elongated rail to a mounting bracket.

23. A method in accordance with Claim 20 wherein coupling the second elongated rail to the support rail further comprises coupling the second elongated rail to the support rail such that the support rail extends substantially parallel between the first and second elongated rails.